

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Atty. Dock. No: 00398; AT1-112

**Inventor:** Samuel N. ZELLNER      **Examiner:** Arthur D. DURAN

**Serial No.:** 09/740,375      **Confirmation No.** 4937

**Filed:** 12/19/2000      **Group Art Unit:** 3682

**Title:** IDENTITY BLOCKING SERVICE FROM A WEB ADVERTISER

**MAIL STOP RCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**AMENDMENT**

Sir:

In reply to the Office Action mailed April 4, 2011 (the “Office Action”), in which a three (3) month period for reply is July 5, 2011 (July 4, 2011 being a holiday), please amend the application as follows and consider the following remarks:

Please amend claim 21 as follows.